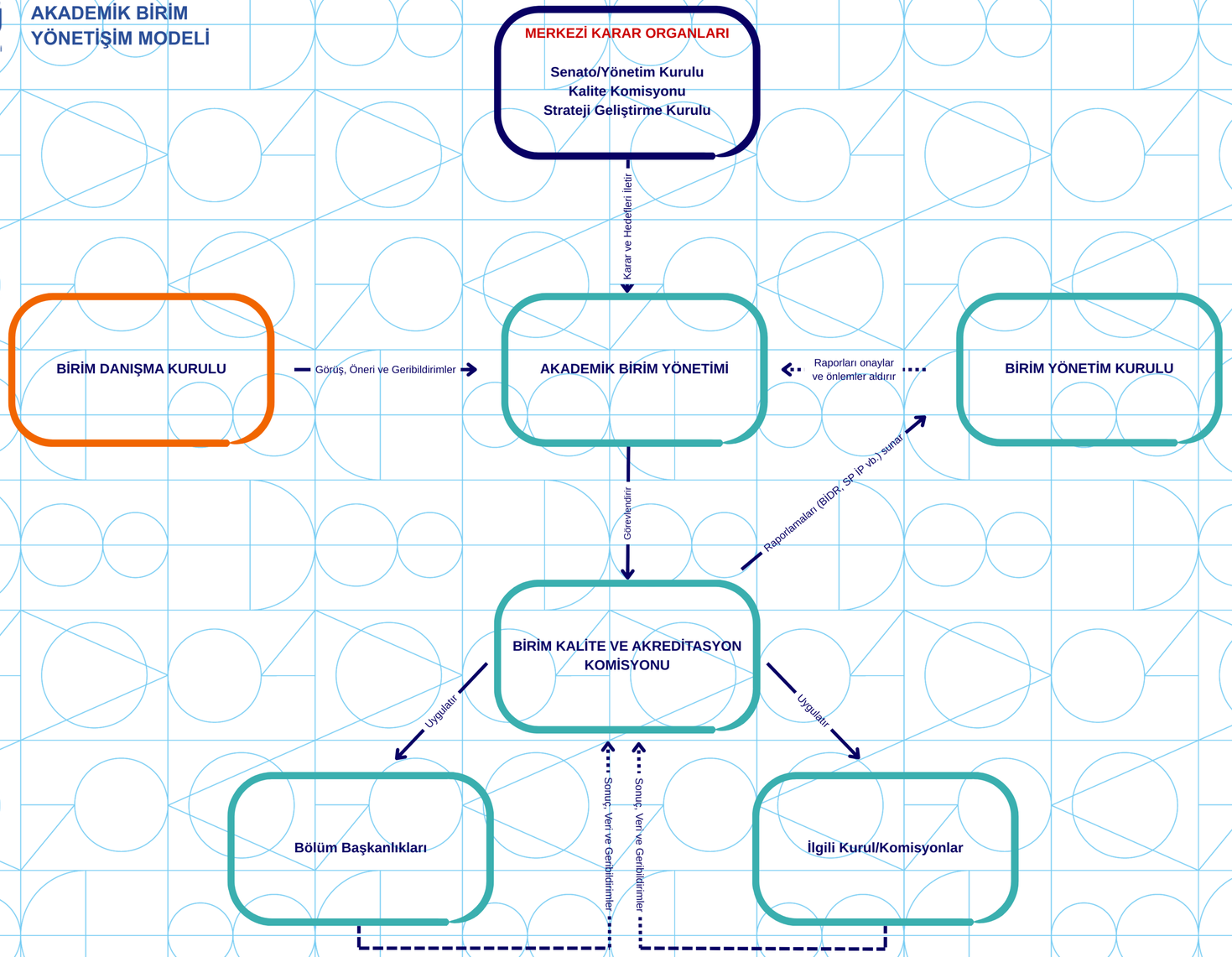AKADEMİK BİRİM YÖNETİŞİM MODELİ